



# Qlik - IRS Grows New Partner Network Success

Care study



## Client profile

Qlik delivers Business Intelligence software for data visualisation, guided analytics, embedded analytics and reporting to over 36,000 customers worldwide.

## The campaign

Qlik required IRS Connection2 to RECRUIT for new Partners in the UK following the decision to move to a more Channel-focused sales model.

## The brief

IRS Connection2 helped design the value proposition with go to market strategy and the appropriate profile of the ideal partner.

- IRS acquired Connection2 in 2016, bringing together two technology marketing agencies under the same roof.
- Data analysis and segmentation to identify suitable Partner data.
- Online desk research to enrich Partner data.
- Email campaign detailing features and benefits of working with Qlik, with a landing page to host assets for further information.
- Outbound tele-prospecting to initiate early dialogue, validate and enhance the profile of each Partner prospect and agree to an appointment/call.

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- Email campaign detailing features and benefits of working with Qlik, with a landing page to host assets for further information.
- Outbound tele-prospecting to initiate early dialogue, validate and enhance the profile of each Partner prospect and agree to an appointment/call.
- Nurturing of prospective Partners to appointment stage and appointment confirmation.

## What happened

- Over 3,500 contacts leading to 293 conversations.
- 33 Partners interested in the proposition and agree meeting.
- Database refresh of 550 new contact records.
- 40 additional Partners in pipeline to be nurtured.



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